

The Women's Basketball Coaches Association was formed to assist women's basketball coaches with learning more about the different levels of the field and to assist with connecting coaches around the country in order to build relationships that can potentially improve coaching strategies. The WBCA holds a yearly convention that creates an atmosphere for professional development and provides time to celebrate coaches who have excelled. During the convention there are numerous on court presentations, learning labs, roundtables, featured speakers, and much more. There is also an opportunity visit tourney town and get a historical visual of NCAA Women's Basketball over the last 35 years.

I especially enjoyed a learning lab that was presented by Yolett McPhee-McCuin titled "Meet Me Halfway: Coaching Millennials." She spoke about the numerous differences that she encounters on a daily basis while working with today's youth. One thing that stood out was that the authoritative figures, have to stop being so stubborn and start using technology so that we can communicate easier and better with millennials. This is the age of social media, video chat, and text messages/emojis so we have to be more willing to communicate with them the way they are most comfortable, which in turn builds more trust. I have begun using those sources since returning from the convention and I have found that the interaction with my players has gotten much better. So with the newly formed understanding I have stopped calling them millennials and started to call them "the age of visibility."